

## INTISARI

Pelayanan kefarmasian di apotek yang awalnya hanya fokus terhadap obat sebagai komoditi farmasi menjadi pelayanan yang komprehensif bagi pelanggan sebagai konsumen apotek guna meningkatkan kualitas hidup. Kualitas pelayanan apotek sangat berpengaruh terhadap kepuasan pelanggan. Pelanggan yang puas berdampak terhadap minat pelanggan untuk kembali ke apotek yang sama dan sebagai alat promosi dari mulut ke mulut bagi calon pelanggan lain yang dapat berpengaruh sangat positif bagi usaha. Tujuan dari penelitian adalah untuk mengetahui hubungan kualitas pelayanan terhadap kepuasan pelanggan di apotek Desa Banjardawa.

Penelitian yang digunakan yaitu desain penelitian non-eksperimental secara deskriptif-analitik dengan pendekatan *cross sectional*. Pengambilan data dilakukan secara *purposive sampling* melalui data primer berdasarkan hasil kuesioner. Kualitas pelayanan terhadap kepuasan didapatkan dari penyebaban kuesioner SERVQUAL yang memuat 5 dimensi pelayanan kefarmasian yaitu dimensi fasilitas berwujud (*tangible*), dimensi kehandalan (*reliability*), dimensi ketanggapan (*responsiveness*), dimensi keyakinan/jaminan (*assurance*), dan dimensi empati (*emphaty*). Analisis data yang digunakan menggunakan uji *chi square*.

Dari hasil yang dilakukan pada 99 responden menggunakan uji chi square dengan  $\alpha=0,05$  dengan taraf signifikan  $p<\alpha$ . Hubungan kualitas pelayanan dengan kepuasan pelanggan dinyatakan dengan nilai  $p=0,000$  dimana nilai  $p<\alpha$  maka dapat disimpulkan bahwa ada hubungan yang signifikan antara kualitas pelayanan dengan kepuasan pelanggan di apotek Desa Banjardawa, Kabupaten Pematang 2021.

**Kata kunci:** apotek, desa banjardawa, kepuasan pelanggan, kualitas pelayanan

## ABSTRACT

Pharmaceutical services at pharmacies, which initially only focused on drugs as commodities, became a comprehensive service for customers as pharmacies in order to improve the quality of life. The quality of pharmacy services is very influential on customer satisfaction. Satisfied customers have an impact on customer interest in returning to the same pharmacy and as a word of mouth promotion tool for other prospective customers which can have a very positive effect on the business. The purpose of the study was to determine the relationship between service quality and customer satisfaction at the Banjardawa village pharmacy.

The research used is a non-experimental research design with a descriptive-analytic approach with a cross sectional approach. Data were collected by purposive sampling through primary data based on the results of the questionnaire. Quality of service to satisfaction is obtained from the cause of the SERVQUAL questionnaire which contains 5 dimensions of pharmaceutical services, namely the dimensions of tangible facilities (tangible), dimensions of reliability (reliability), dimensions of responsiveness (responsiveness), dimensions of confidence / assurance (assurance), and dimensions of empathy (emphaty). Analysis of the data used using the chi square test.

From the results carried out on 99 respondents using the chi square test with  $\alpha = 0.05$  with a significant level of  $p < \alpha$ . The relationship between the quality of services and customer satisfaction is stated by the value of  $p = 0,001$  and  $p = 0,000$  where the value of  $p < \alpha$ , it can be concluded that there is a significant relationship between the quality of services and customer satisfaction at the pharmacy in Banjardawa Village, Pemalang District in 2021.

Keywords: pharmacy, banjardawa village, customer satisfaction, service quality